

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – MARCH 10, 2016
VETERAN’S MEMORIAL HALL – 9:00 A.M.

PRESENT:	Michele Jacquez	Chairperson
	Aaron Graves	Member
	Taylor Newton	Member
	Charlie Yates	Member (Arrived at 9:38 a.m.)
ABSENT:	Jayne Behman	Member
STAFF:	Brooke Austin	Deputy City Clerk
CONTRACT STAFF:	Brent Haugen	Morro Bay Tourism Bureau Director

I. CALL TO ORDER

The meeting was called to order at 9:05 a.m.

II. PUBLIC COMMENT PERIOD

<https://youtu.be/dhTEcgtdBfc?t=1m16s>

The public comment period was opened.

John Solu of Morro Bay thanked Brent for the billboard on Highway 1. He expressed his desire to keep Brent on board through the transition of tourism.

The public comment period was closed.

III. APPROVAL OF MINUTES FROM THE FEBRUARY 11, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING

<https://youtu.be/dhTEcgtdBfc?t=57m23s>

MOTION: Board Member Newton moved to approve the minutes from the February 11, 2016 Tourism Business Improvement District Advisory Board Special Meeting. The motion was seconded by Board Member Yates and carried unanimously, 4-0.

IV. DISCUSSION AND RECOMMENDATION REGARDING MORRO BAY EVENT FUNDING REQUESTS

<https://youtu.be/dhTEcgtdBfc?t=3m10s>

Tourism Director Haugen reported there is \$24,000 available in event funding in the 2015-16 TBID Budget. The Board heard requests from Shaun Farmer on behalf of the Morro Bay Kite Festival for \$5,000; Ken Vesterfelt on behalf of Cruisin’ Morro Bay Car Show for

\$2,500; Jerris Greenbalt on behalf of Morro Bay Bands on the Run for \$5,000; and Judy Salamacha on behalf of the Central Coast Maritime Museum San Salvador Visit for \$6,000.

MOTION: Board Member Graves moved to approve the funding as requested. The motion was seconded by Board Member Yates and carried unanimously, 4-0.

V. DISCUSSION AND RECOMMENDATION REGARDING SAN LUIS OBISPO COWPARADE SPONSORSHIP

https://youtu.be/tgcR58WdU_g?t=14s

Tom Halen of CowParade San Luis Obispo County presented information about the CowParade and sponsorship opportunities.

MOTION: Board Member Newton moved to reserve \$3,500 in TBID funds, if a match of \$3,500 can be obtained from a private donor, the City, Chamber of Commerce or other community organizations. The motion was seconded by Board Member Graves and carried 3-1, with Chair Jacquez dissenting.

VI. DISCUSSION AND RECOMMENDATION REGARDING ANNUAL STAKEHOLDER MEETING ROLES, RESPONSIBILITIES AND TIMELINE

https://youtu.be/tgcR58WdU_g?t=42m28s

MOTION: Board Member Graves moved to approve the proposed timeline and roles for the Annual Stakeholder Meeting on April 14, 2016. The motion was seconded by Board Member Yates and carried unanimously, 4-0.

VII. DISCUSSION AND RECOMMENDATION REGARDING MARKETING AND PUBLIC RELATIONS DRAFT PLAN

https://youtu.be/tgcR58WdU_g?t=46m29s

Maryann Stansfield of Mental Marketing presented the draft Marketing and Public Relations Plan. Tourism Director Haugen requested any comments be submitted to him for incorporation into the final plan, which will be presented at the Annual Stakeholder Meeting. This item was for review only.

VIII. DECLARATION OF FUTURE ITEMS

https://youtu.be/tgcR58WdU_g?t=1h23m31s

Board Member Newton requested a future item to discuss an event coordinator to provide marketing, public relations and coaching for volunteer committees that put on events in Morro Bay to help them be sustainable.

Tourism Director Haugen stated that the Adopt-a-Hotel Program was pulled from this meeting since Board Member Behman could not be present. That should be rescheduled for a future agenda.

IX. ADJOURNMENT

The meeting adjourned at 11:38 a.m. The next Regular Meeting will be held on Thursday, April 14, 2016 at 9:00 a.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Brooke Austin
Deputy City Clerk